



THE SCHOLARLY PUBLISHING
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Strategies Towards Open Access

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The Issue

- Internet provides new opportunity to bring information broader audience at virtually no marginal cost.
- Too often, the research results (either publicly or privately funded) is simply not widely available to the community of potential users.

Result: Call for new framework designed to eliminate access barriers to allow research results to be more easily **accessed** and **used**.

What is Open Access?

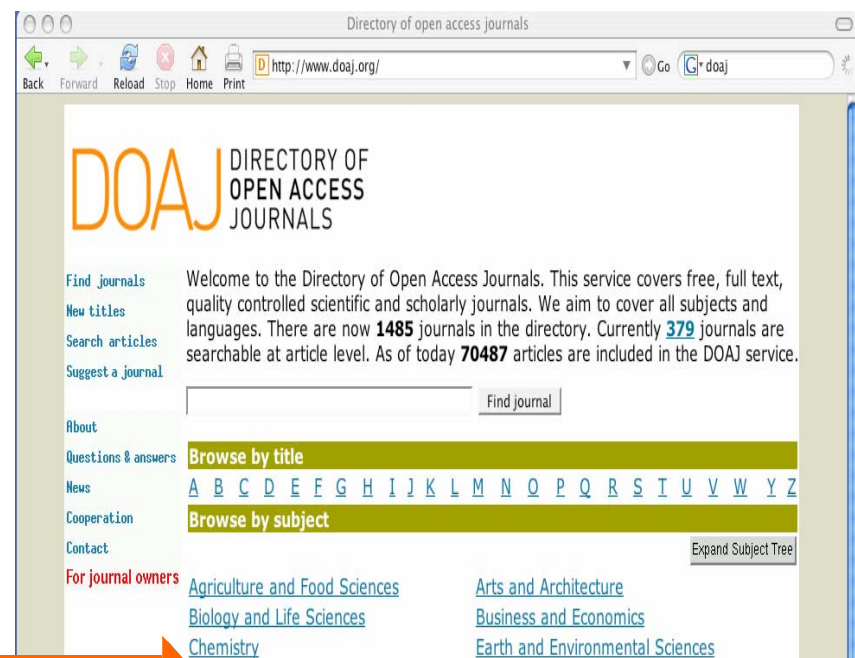
- **Open Access** is the *immediate, free* availability on the Internet of the research results that scholars traditionally produce without payment.
- It is a *vision* of scholarly communication where:
 - user toll barriers to research access are eliminated
 - potential usage is maximized
 - the value of research is more fully realized
- It is an *access* model, not a *business* model

Open Access Strategies

Strategy 1. Open-access journals



www.doaj.org



Revenue Streams to Support Open Access

SELF GENERATED INCOME

INPUT FEES

Author submission charges

Article processing fees

Off-print sales

AFFINITY RELATIONSHIPS

Advertising Sponsorships

Co-hosting of conferences and exhibits

ALTERNATIVE DISTRIBUTORS

Convenience-format licenses or distributor format fee

RELATED PRODUCTS AND SERVICES

Journal publication in off-line media

Value-added fee-based services

ELECTRONIC MARKETPLACE

Contextual E-commerce

Community Marketplace

INTERNAL AND EXTERNAL SUBSIDIES

INTERNAL SUBSIDIES

Dues Surcharge

GRANTS AND CONTRIBUTIONS

Foundation Grants

Institutional Grants and Subsidies

Government Grants

Gifts and Fundraising

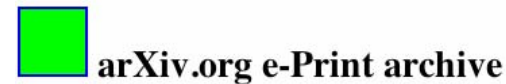
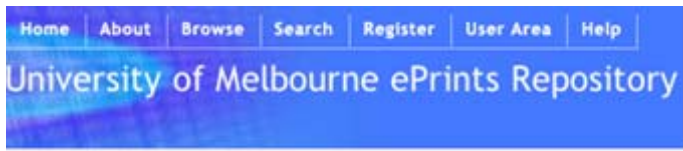
Voluntary Contributors

In-kind Contributions

Open Access Strategies

Strategy 2. Open Access Archives

- publicly available digital repositories, exist alongside traditional publishing venues.



Automated e-print archives

11 Oct 2005: [Software reversion](#) to restore arXiv stability.
7 Sep 2005: [Proposed physics reorganization scheme](#) announced.
For more info, see cumulative "What's New" pages.
Robots Beware: indiscriminate automated downloads from this site are *not* permitted.

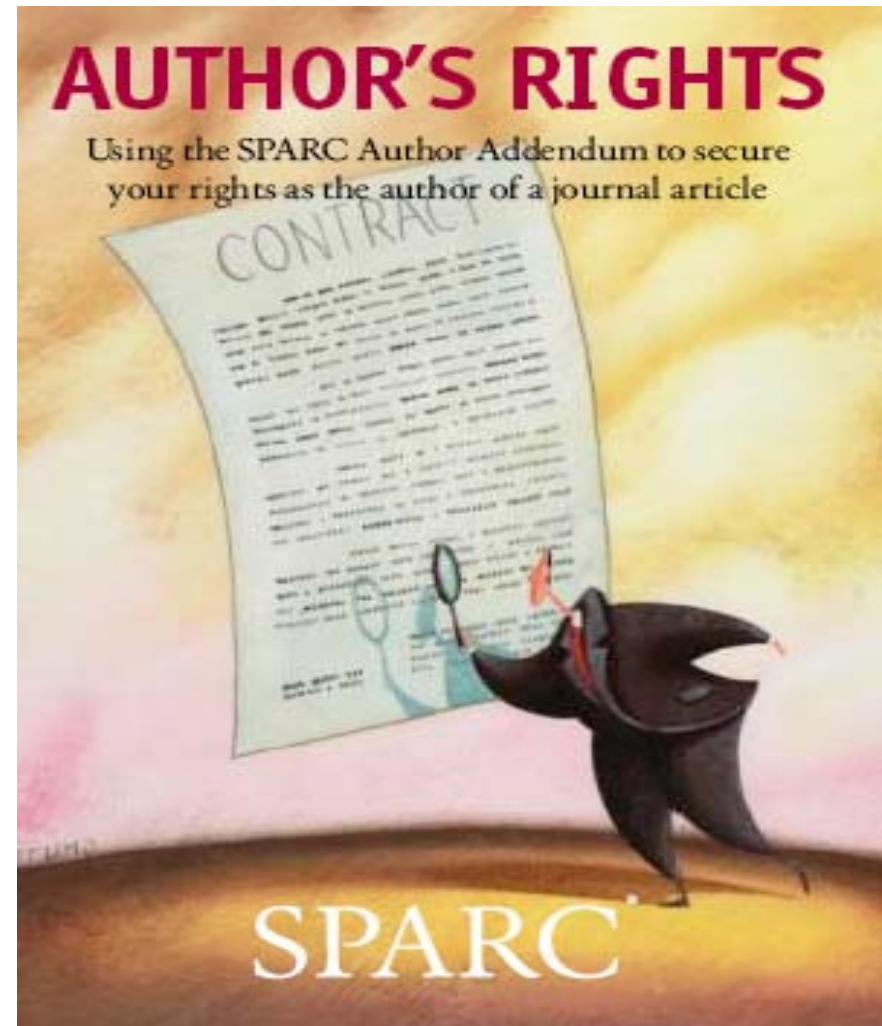


QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.



Open Access Strategies

Strategy 3: Managing Copyright - educating authors on desired current and future of their research, to enable them to ensure **maximum distribution** and **use** of scholarly output.



Enabling *Access* and *Use*

As a scholar, you may want to:

- Include sections of your article in later works
- Give copies to your class
- Distribute copies among colleagues - share work as freely as possible
- Place it on your personal Web page
- Post work on an institutional Website or repository
- Post work on a Federal repository, such as the NIH's PubMed Central

Open Access Strategies

Strategy 4: Advocacy -

Working to encourage policy makers (at the local, institutional, national and international) level to adopt policies that **enable open access** to publicly funded research results.



Public Access is a Public Policy Concern

“Governments would boost innovation and get a better return on their investment in publicly funded research by making research findings more widely available.... And by doing so, they would maximize social returns on public investments.”

-- International Organization for Economic Cooperation and Development, Report on scientific publishing, 2005

Common Goals of Public Access Policies

ACCESS - Provide fast, free electronic access to federally-funded research publications.

ARCHIVE - Provide permanent archive of vital federally-funded research results.

ADVANCE SCIENCE - Create new information resource for scientists to use in innovative ways.

ACCOUNTABILITY - Allow federal agencies to manage research portfolios more effectively and transparently.

Public Access Policies

- Funders invest in research with the expectation that it will result in improvements to the public good.
 - spur the advancement scientific discovery
 - lead to greater innovation
 - provide economic stimulus
- They recognize that dissemination is an essential component of the research process.
- Research is cumulative - science advances only through **sharing** of results. Only through **use** of research findings that the **value** of their investment in research is maximized.

Selected Proposed Policies

- The European Commission
- Research Councils United Kingdom
- Australian Research Council
- Research Foundation Flanders (Belgium)
- Canadian Institute of Health Research
- Chinese Academy of Sciences
- Ukrainian Parliament
- South African Academy of Sciences
- German Research Fund (DFG)
- CNRS, France
- U.S. National Institutes of Health
- U.S Federal Research Public Access Act

What Actions Can You Take?

- Educate colleagues about open access journals
- Educate administration about need for support for open access journals
- Encourage establishment, population and use of open access repositories
- Encourage establishment of policies ensuring open access to repository materials.

What Actions Can You Take?

- Educate faculty on their copyrights.
- Encourage use of the SPARC Author Addendum
- Talk to administrators about national public access policies.
- Contact national policymakers and educate them on public access policies.

Why A Focus on Open Access?

“Open access serves scholarly communication by: facilitating text-mining; data and literature integration; construction of large-scale knowledge structures; and creation of co-laboratories that integrate the scholarly literature directly into knowledge creation and analysis environments...”

It also honors our commitments to the democratization of teaching, learning, scholarship, and access to knowledge throughout our society and globally.”

- Clifford Lynch, CNI, Closing comments, ARL/CNI/SPARC Public Access Forum, October 20, 2006

Selected Resources for Additional Information

- www.arl.org/sparc
- www.taxpayeraccess.org
- http://europa.eu.int/comm/research/science-society/pdf/scientific-publication-study_en.pdf
- www.arl.org/sparc/author
- www.arl.org/sparc/meetings/ala06mw/index.html
- www.sciencecommons.org
- www.dfg.de/lis/openaccess/
- www.cihr-irsc.gc.ca/e/32005.html
- www.rcuk.ac.uk/access/default.htm
- publicaccess.nih.gov/
- cornyn.senate.gov/index.asp?f=record&lid=1&rid=237171